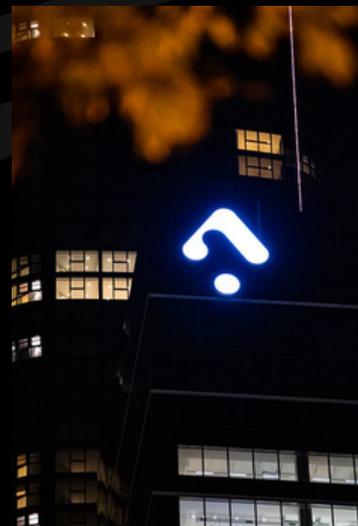


CASE STUDY

AUSTRALIAN RETIREMENT TRUST

At birds eye media, we pride ourselves on our ability to capture the essence of a brand's transformation, and our recent project with Australian Retirement Fund (ART) is no exception. ART, a leading superannuation fund based in Brisbane, Queensland, sought to make a statement with their new sky signage rebrand, and birds eye media was honoured to be recommended for the job in March 2023.

Australian Retirement Trust is the super fund formed through the merger of Sunsuper and QSuper. They are one of Australia's largest super funds and take care of over \$240 billion in retirement savings for more than 2.2 million members.



Our dedicated team's commitment to documenting ART's rebranding journey was evident throughout the five-day project. By utilising cutting-edge drone technology, professional photography, videography, and long-term timelapse techniques, we ensured a comprehensive and visually captivating representation of the process. With safety as our top priority, our crew underwent thorough induction procedures, enabling them to film from the rooftop while the installation team skillfully hoisted the new signage into place. From various vantage points, we meticulously captured every detail, resulting in a collection of compelling visuals showcasing the new signage against the stunning backdrop of the Brisbane city skyline.

Collaborating with ART on this monumental rebranding project served as a testament to birds eye media's ability to adapt, innovate, and execute with excellence. We take great pride in our contribution to ART's exciting new chapter and remain committed to assisting our clients in capturing their stories in the most powerful and dynamic ways possible.

As we continue our journey, we strive to stay at the forefront of technological advancements and creative techniques, ensuring that our clients' narratives resonate deeply with their intended audiences.



Final Video

Additionally, we produced a captivating 1 minute and 30-second video that condensed the five-day rebranding process into an engaging and visually striking narrative. The project was a resounding success, and we were thrilled to deliver all assets on time and to the highest standards.



Final Images

The final deliverables included a series of high-resolution images that showcased the seamless integration of ART's new sky signage with their existing branding.